

**BMA's
1979
Personal
Trust
Marketing
Survey**



About the Survey

The 1979 Survey was mailed to over 3,000 Trust Departments throughout the United States on January 5, 1980. By March 7, 1980 we had received 245 completed questionnaires, a 30% increase over 1978. The distribution of the respondents by asset size is as follows:

Market Value of Assets (Excluding Custody Accounts)	Number of Respondents	Percent
\$500 Million or more	69	28.2
100 - 499 Million	63	25.7
25 - 99 Million	55	22.4
10 - 24 Million	25	10.2
Under \$10 Million	33	13.5
	245	100.0%

These asset categories are new to the 1979 Study and are felt to be more representative.

Despite the tabular presentation of results, the findings are qualitative, not quantitative, in nature. Qualitative studies provide insight, understanding, and general indications of experience, but they do not measure experience with statistically projectable accuracy. Quantitative studies provide this higher level of accuracy. So, the findings in this report are merely indicative of the experience of trust departments; they do not provide statistically projectable estimates of that experience.

As used in this report, the "mean" refers to what is commonly called the "average", and the "median" refers to the middle value from a list of rank ordered values. For example, for the five values 4,000; 4,000; 4,200; 5,000; and 20,000, the median is 4,200 and the average or arithmetic mean is 7,440. Because the average is sensitive to extreme values (20,000 in our example) and the median is not sensitive to extreme values, the median often represents a better estimate than the average.

In the tables the symbol "N=" represents the total number of responses available for analysis. "Base" represents the total number of responses actually used for calculations. Whenever an answer of "0" was excluded from calculations, the number of responses excluded is represented by "number answering zero." This permits interested readers to recalculate the "mean" with "0" considered as a valid response. The procedure is to multiply "mean" by "base" and divide the result by the sum of "base" plus "number answering zero." The number of no responses can be found by subtracting both "base" and "number answering zero" from "N=."

The BMA and its Trust Marketing Council are pleased with the continued increase in your support of the Survey. We expect to continue to expand the Survey based upon your needs. Any suggestions are welcome.

Sincerely,



David P. Andrews — Chairman
Trust Marketing Survey
Vice President
Hartford National Bank

Table 1
Trust Department Characteristics — 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Head of New Business</i>						
<i>Development for Personal</i>						
<i>Trust</i>						
Also Responsible for Employee Benefit Sales						
Yes	28%	62%	69%	67%	75%	
No	72	37	27	29	25	
No such position	—	1	4	4	—	
Time Spent in Personal Selling						
Mean	51%	47%	54%	25%	24%	
Median	48	40	50	20	20	
High	90	90	95	50	90	
Low	1	1	5	5	1	
Base	58	57	52	21	31	
Number answering zero	7	0	0	0	0	
Held Position for All of 1979						
Yes	85%	87%	96%	82%	75%	
No	15	13	4	18	25	
Base	67	61	53	22	32	
<i>Salespeople, Excluding Head</i>						
<i>of New Business and Salespeople</i>						
<i>Who Solicit Only Employee</i>						
<i>Benefit Business</i>						
Full-Time Sales for All of 1979						
Mean	4.0	1.5	1.2	1.0	1.0	
Median	3.5	1.0	1.0	1.0	1.0	
High	11.0	3.0	3.0	1.0	1.0	
Low	1.0	1.0	1.0	1.0	1.0	
Base	56	26	13	2	2	
Number answering zero	10	33	32	16	27	

Questions 2, 3, 9, 10

Answer all parts of this question for the head of new business development for personal trust.

- Was he/she also responsible for employee benefit sales?
- About what percentage of his/her time was spent in personal selling activities?
- Was he/she holding this position during *all* of 1979?

Answer all parts of this question for trust salespeople who solicited personal trust business exclusively or both personal trust and employee benefit business. *Do not* include people who solicited only employee benefit business, and *do not* include the head of new business development for personal trust already covered in question 2 above.

- How many salespeople as defined above were both full-time salespeople *and* were on your staff for all of 1979? (For example, *do not* include someone who started on February 1, 1979 or who left November 30, 1979. Include only full-time for a full year.)

Table 1 (Cont.)

	Market Value of Trust Assets in \$ Millions					Your Bank
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	
<u>Typical Staffing Levels</u>						
Full-Time Sales						
Mean	4.6	1.6	1.2	1.0	1.0	_____
Median	3.0	1.0	1.0	1.0	1.0	
High	15.0	3.0	3.0	1.0	1.0	
Low	1.0	1.0	1.0	1.0	1.0	
Base	60	39	21	1	3	
Number answering zero	5	17	23	18	26	
Part-Time Sales						
Mean	5.3	3.6	2.0	1.4	1.2	_____
Median	2.0	2.0	1.0	1.0	1.0	
High	57.0	11.0	7.0	3.0	2.0	
Low	1.0	1.0	1.0	1.0	1.0	
Base	28	32	22	8	19	
Number answering zero	36	22	21	11	11	
Total						
Mean	7.0	3.6	1.6	1.3	1.3	_____
Median	5.0	2.5	1.0	1.0	1.0	
High	64.0	13.0	9.0	3.0	3.0	
Low	1.0	1.0	1.0	1.0	1.0	
Base	60	50	36	9	20	
Number answering zero	4	5	7	10	10	
<u>Separate Departments for</u>						
<u>Personal Trust Sales and Employee</u>						
<u>Benefit Sales</u>						
Yes	72%	35%	19%	12%	6%	
No	28	65	81	88	94	
Base	68	63	54	25	33	
<u>Salespeople Receive Commission</u>						
<u>or Bonus Tied to Performance</u>						
Yes	17%	6%	5%	4%	0%	
No	83	94	95	96	100	
Base	69	62	55	24	33	

b. During 1979, what would you say was your typical level of staffing.

Number of full-time sales people.

Number of part-time salespeople. (Part-time employees and full-time employees devoting only part-time to sales)

In your bank, are personal trust sales and employee benefit sales in separate departments?

As part of their compensation, do your trust salespeople receive a commission or bonus tied to performance?

Table 2
Trust Marketing Budget — 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Amount of Salary Budget (\$000)</i>						
Mean	186	55	35	6	25	
Median	136	37	27	6	22	_____
High	1,200	140	82	11	50	
Low	20	3	18	1	20	
Base	38	25	18	2	6	
Number answering zero	11	19	25	16	22	
<i>Amounts of Overhead Budget (\$000)</i>						
Mean	78	12	13	5	4	
Median	45	6	9	5	2	_____
High	344	35	40	5	9	
Low	1	2	2	5	1	
Base	29	13	10	1	3	
Number answering zero	18	28	30	15	24	
<i>Amount of Marketing Support Budget (\$000)</i>						
Mean	88	16	8	4	4	
Median	42	12	5	4	2	_____
High	751	60	39	7	15	
Low	2	1	1	1	1	
Base	52	44	31	7	10	
Number answering zero	4	8	11	10	17	
<i>Total Marketing Budget (\$000)</i>						
Mean	275	60	34	5	19	
Median	202	42	28	4	14	_____
High	2,120	207	125	11	55	
Low	5	1	1	1	1	
Base	46	36	29	6	10	
Number answering zero	3	8	10	9	16	

Table 2 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Percentage of Respondents Who Reported Part of "Marketing Support" Budget Used For</i>						
Media advertising	80%	67%	50%	46%	38%	_____
Direct mail—						
attorneys, advisors	92	85	70	79	57	_____
present customers	88	72	73	77	47	_____
potential customers	87	75	81	85	67	_____
Seminars—						
attorneys, advisors	76	62	63	50	31	_____
customer or prospect	79	67	68	67	57	_____
Educational booklets, etc.	89	87	89	64	67	_____
Sales brochures, etc.	95	90	80	71	50	_____
Staff sales training	67	60	44	29	15	_____
Market research	45	8	7	17	0	_____

Question 11

- a. How was your Trust Division 1979 marketing budget distributed? (If none, enter "0".)

Salary \$ _____

Overhead, if any \$ _____

Marketing support, such as items in "b" below \$ _____

Total: \$ _____

- b. Was any part of the "marketing support" budget listed above used for:

Table 3**Primary New Will Appointments — 1979****(Executor/Co-Executor or Personal/Co-Personal Representation)**

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number of Appointments</i>						
Mean	222	78	50	28	18	
Median	192	67	39	18	12	
High	691	301	269	120	72	
Low	17	3	2	3	1	
Base	64	59	50	18	28	
Number answering zero	0	0	0	0	2	
<i>Distribution of New</i>						
<i>Appointments by Value</i>						
<i>of Assets</i>						
Under \$150,000	25%	29%	24%	28%	37%	
\$150,000 - 299,999	21	23	25	31	19	
\$300,000 - 399,999	14	15	17	13	16	
\$400,000 - 499,999	11	12	10	8	10	
\$500,000 - 999,999	18	13	16	8	9	
\$1 million or more	11	8	8	12	9	
Base	49	48	42	16	23	
<i>Distribution of New</i>						
<i>Appointments by Age of</i>						
<i>Individual</i>						
Under 40	17%	13%	9%	7%	9%	
40 - 49	20	17	16	14	15	
50 - 59	23	29	25	25	27	
60 or more	40	41	50	54	49	
Base	51	38	41	16	26	

NOTE: Due to rounding error, percentages may not add to 100%

Table 3 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Aggregate Value of Assets</i>						
<i>Upon Which a Fee May Be</i>						
<i>Charged (\$000)</i>						
Mean	87,522	23,986	15,205	6,382	4,844	
Median	87,905	22,605	11,000	4,200	3,000	
High	368,000	75,000	134,500	24,000	19,200	
Low	3,490	500	500	1,150	300	
Base	61	55	46	17	22	
Number answering zero	0	0	0	0	2	
<i>Aggregate Value of</i>						
<i>Potential Annual Fees (\$000)</i>						
Mean	1,930	602	424	101	63	
Median	1,708	500	270	62	35	
High	7,280	1,875	2,690	480	312	
Low	12	19	5	23	2	
Base	55	53	46	16	22	
Number answering zero	0	0	0	0	2	
<i>Means of One Appointment*</i>						
Assets	\$388,000	\$317,000	\$301,000	\$234,000	\$272,000	
Fees	8,800	7,900	8,400	3,700	3,700	
<i>Estimated Medians of</i>						
<i>One Appointment</i>						
Assets	\$458,000	\$337,000	\$282,000	\$233,000	\$250,000	
Fees	8,900	7,500	6,900	3,400	2,900	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 4

Answer all parts of this question for the *primary* new will appointments (executor/co-executor or personal/co-personal representation) acquired by your trust department from January 1, 1979 through December 31, 1979.

- Total number of appointments?
- Aggregate value of assets upon which a fee may be charged. Previously known as "net commissionable assets." Do not discount for age.
- Assume all the assets in "b" came into active administration. What would be the annual fees charged for those accounts during one full year of administration using your fee schedule in force on 12/31/79?
- Percentage distribution of new appointments by age of individual?
- Percentage distribution of new appointments by assets upon which a fee may be charged (previously known as "net commissionable value")?

Table 4**Primary New Unfunded Trust Appointments — 1979**

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number of Appointments</i>						
Mean	242	68	29	11	12	
Median	180	51	23	8	10	
High	1,452	306	175	50	40	
Low	4	2	3	8	1	
Base	61	57	49	14	21	
Number answering zero	0	0	1	0	8	
<i>Distribution of New Appointments by Value of Assets</i>						
Under \$150,000	21%	24%	21%	21%	22%	
\$150,000 - 299,999	29	24	33	24	30	
\$300,000 - 399,999	14	18	17	13	15	
\$400,000 - 499,999	12	12	12	12	8	
\$500,000 - 999,999	16	14	9	16	20	
\$1 million or more	8	8	8	14	5	
Base	47	48	42	12	17	
<i>Distribution of New Appointments by Age of Individual</i>						
Under 40	20%	17%	18%	7%	11%	
40 - 49	25	27	24	24	28	
50 - 59	25	29	24	33	33	
60 or more	30	27	34	36	28	
Base	49	41	40	12	23	

NOTE: Due to rounding error, percentages may not add to 100%

Table 4 (Cont.)

	Market Value of Trust Assets in \$ Millions					Your Bank
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	
<u>Aggregate Value of Assets</u>						
<u>Upon Which a Fee May Be</u>						
<u>Charged (\$000)</u>						
Mean	90,744	25,490	7,612	3,388	4,981	
Median	74,000	15,350	6,000	2,000	2,400	
High	248,819	150,000	25,000	10,000	17,931	
Low	1,415	325	800	140	100	
Base	60	54	47	13	15	
Number answering zero	0	0	1	0	6	
<u>Aggregate Value of</u>						
<u>Potential Annual Fees (\$000)</u>						
Mean	709	222	58	20	27	
Median	390	84	46	17	12	
High	8,128	2,600	200	50	90	
Low	9	2	2	4	1	
Base	57	53	45	12	15	
Number answering zero	0	0	1	0	6	
<u>Means of One Appointment*</u>						
Assets	\$370,000	\$367,000	\$255,000	\$315,000	\$393,000	
Fees	2,900	3,100	1,900	1,800	2,100	
<u>Estimated Medians of</u>						
<u>One Appointment</u>						
Assets	\$411,000	\$301,000	\$261,000	\$250,000	\$240,000	
Fees	2,200	1,600	2,000	2,100	1,200	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 5

Answer all parts of this question for *primary* new unfunded trust appointments (testamentary and life insurance trusts—including "pour over" values) acquired by your trust department from January 1, 1979 through December 31, 1979.

- Total number of appointments?
- Aggregate value of assets upon which a fee may be charged. Previously known as "net commissionable assets." Do not discount for age.
- Assume all the assets in "b" came into active administration. What would be the annual fees charged for those accounts during one full year of administration using your fee schedule in force on 12/31/79?
- Percentage distribution of new appointments by age of individual?
- Percentage distribution of new appointments by assets upon which a fee may be charged (previously known as "net commissionable value")?

Table 5
Living Trusts Acquired in 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number</i>						
Mean	72	28	15	7	7	
Median	56	24	12	5	4	
High	478	101	81	37	34	
Low	4	4	1	1	1	
Base	62	60	51	19	24	
Number answering zero	0	0	1	0	1	
<i>Aggregate Value (\$000)</i>						
Mean	20,126	4,971	2,670	1,419	1,611	
Median	14,891	3,490	2,021	1,000	798	
High	61,076	24,438	11,000	5,000	10,000	
Low	41	200	150	88	38	
Base	61	60	51	19	24	
Number answering zero	0	0	1	0	1	
<i>Annualized 1979 Fees (\$000)</i>						
Mean	101.3	38.5	14.0	8.6	4.3	
Median	74.0	23.0	11.2	4.0	3.5	
High	336.2	480.0	53.7	30.0	27.5	
Low	5.6	1.0	1.0	0.9	0.2	
Base	61	60	49	18	25	
Number answering zero	0	0	1	0	1	
<i>Means of One Trust*</i>						
Assets	\$281,000	\$184,000	\$176,000	\$207,000	\$241,000	
Fees	1,400	1,400	900	1,200	600	
<i>Estimated Medians of One Trust</i>						
Assets	\$266,000	\$145,000	\$168,000	\$200,000	\$200,000	
Fees	1,300	1,000	900	800	900	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 6

Please complete the table below for the immediate fee business acquired by your trust department between January 1, 1979 and December 31, 1979.

Table 6**Investment Management or Advisory Accounts Acquired in 1979**

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number</i>						
Mean	27	10	7	12	3	
Median	17	6	4	3	2	_____
High	178	75	40	90	12	
Low	2	1	1	1	1	
Base	54	54	37	11	11	
Number answering zero	3	2	9	4	7	
<i>Aggregate Value (\$000)</i>						
Mean	16,078	3,094	1,321	1,913	554	
Median	6,522	1,497	800	1,000	300	_____
High	112,652	21,727	8,200	7,000	3,000	
Low	20	50	50	100	75	
Base	54	52	37	11	10	
Number answering zero	2	1	7	3	7	
<i>Annualized 1979 Fees (\$000)</i>						
Mean	72.9	19.7	7.4	11.0	3.3	
Median	39.4	8.0	5.0	3.3	1.5	_____
High	353.6	240.0	41.0	40.0	11.0	
Low	1.0	0.3	0.3	0.3	0.1	
Base	53	52	35	11	11	
Number answering zero	2	1	7	3	7	
<i>Means of One Account*</i>						
Assets	\$594,000	\$305,000	\$190,000	\$154,000	\$184,000	_____
Fees	2,600	1,900	1,000	900	1,100	_____
<i>Estimated Medians of One</i>						
<i>Account</i>						
Assets	\$384,000	\$250,000	\$200,000	\$333,000	\$150,000	_____
Fees	2,300	1,300	1,200	1,100	800	_____

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 6

Please complete the table below for the immediate fee business acquired by your trust department January 1, 1979 and December 31, 1979.

Table 7

Custodianships (excluding corporate) Acquired in 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number</i>						
Mean	62	9	7	19	53	
Median	22	7	3	7	2	
High	468	50	69	120	560	
Low	2	1	1	1	1	
Base	51	48	26	8	11	
Number answering zero	6	3	15	6	5	
<i>Aggregate Value (\$000)</i>						
Mean	55,881	2,850	1,323	1,584	1,372	
Median	14,666	1,552	1,000	1,000	300	
High	657,000	19,229	5,500	2,471	8,000	
Low	13	50	47	400	60	
Base	49	45	26	8	11	
Number answering zero	5	3	12	5	5	
<i>Annualized 1979 Fees (\$000)</i>						
Mean	64.1	8.5	3.9	4.8	9.4	
Median	31.2	4.3	3.0	3.5	1.0	
High	650.1	24.0	18.0	10.0	75.0	
Low	1.0	0.2	0.2	1.0	0.1	
Base	50	44	25	8	12	
Number answering zero	5	3	12	5	5	
<i>Means of One Custodianship*</i>						
Assets	\$875,000	\$317,000	\$182,000	\$84,000	\$26,000	
Fees	1,000	1,000	500	300	200	
<i>Estimated Medians of One Custodianship</i>						
Assets	\$667,000	\$222,000	\$333,000	\$143,000	\$150,000	
Fees	1,400	600	1,000	500	500	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 6

Please complete the table below for the immediate fee business acquired by your trust department between January 1, 1979 and December 31, 1979.

Table 8
Wills Probated In 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Number of Wills</i>						
Mean	57	18	11	4	4	
Median	40	18	11	4	2	
High	266	67	36	13	12	
Low	2	2	1	1	1	
Base	66	62	53	22	25	
Number answering zero	0	0	0	1	8	
<i>Percentage of Wills</i>						
<i>From Inventory</i>						
Mean	81%	95%	74%	56%	63%	
Median	80	90	90	66	50	
High	98	96	95	80	90	
Low	14	2	3	1	1	
Base	61	58	49	20	21	
Number answering zero	1	2	3	2	6	
<i>Aggregate Value of Assets</i>						
<i>Upon Which a Fee May Be</i>						
<i>Charged (\$000)</i>						
Mean	28,591	10,430	2,577	1,366	804	
Median	15,000	4,266	1,505	750	315	
High	337,000	175,000	15,000	10,000	3,300	
Low	1,803	250	30	125	60	
Base	62	59	50	21	21	
Number answering zero	0	0	0	0	2	
<i>Percentage of Value</i>						
<i>from Inventory</i>						
Mean	84%	83%	79%	71%	66%	
Median	90	90	90	80	55	
High	99	99	98	99	75	
Low	34	30	4	1	10	
Base	55	56	46	18	19	
Number answering zero	1	2	3	2	8	
<i>Mean Assets of One Will*</i>	\$505,000	\$238,000	\$236,000	\$334,000	\$171,000	
<i>Estimated Median Assets</i>						
<i>of One Will</i>	\$375,000	\$237,000	\$137,000	\$188,000	\$158,000	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Question 7

- How many wills did your bank probate between January 1, 1979 and December 31, 1979?
- What percentage of the wills in "a" above came from your will inventory?
- What was the aggregate value of assets upon which a fee may be charged (previously known as "net commissionable assets")?
- What percentage of the value in "c" above came from your will inventory?

Table 9

Employee Benefit Sales Responsibility,
Years In Trust Sales and
Cash Compensation — 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>New Business Head</i>						
Also Sells Employee Benefit						
Yes	31%	63%	77%	80%	79%	
No	69	37	23	20	21	
Base	54	51	47	15	19	
Years in Trust Sales						
Mean	11	10	11	9	9	
Median	10	12	9	6	7	
High	32	25	25	25	35	
Low	1	1	1	1	1	
Base	52	49	47	14	18	
Total 1979 Cash Compensation— Salary, Commission and Bonus (\$000)						
Mean	34.3	28.8	27.0	20.4	22.9	
Median	32.0	26.8	20.1	30.9	24.0	
High	55.0	44.0	49.5	47.0	36.0	
Low	20.0	19.0	16.5	5.5	1.0	
Base	51	43	41	13	14	
<i>Salesperson Selling</i>						
<i>Personal Trust Only</i>	(N=204)	(N=12)	(N=2)	(N=0)	(N=0)	
Years in Trust Sales						
Mean	9	8	6	-	-	
Median	6	7	6	-	-	
High	40	20	6	-	-	
Low	1	3	6	-	-	
Base	187	12	1	-	-	
Total 1979 Cash Compensation— Salary, Commission and Bonus (\$000)						
Mean	26.8	22.1	15.2	-	-	
Median	26.0	23.3	15.2	-	-	
High	42.0	26.0	15.2	-	-	
Low	15.0	16.5	15.2	-	-	
Base	198	11	1	-	-	

Table 9 (Cont.)

		Market Value of Trust Assets in \$ Millions					Your Bank
		500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	
<i>Salesperson Selling Personal</i>							
<i>Trust and Employee Benefit</i>		(N=34)	(N=18)	(N=4)	(N=0)	(N=0)	
Years in Trust Sales							
Mean		6	8	9	-	-	
Median		5	8	8	-	-	
High		20	20	19	-	-	
Low		1	1	2	-	-	
Base		32	18	4	-	-	
Total 1979							
Cash Compensation—							
Salary, Commission							
and Bonus (\$000)							
Mean		23.5	24.0	22.9	-	-	
Median		22.6	23.3	22.0	-	-	
High		32.8	36.0	29.2	-	-	
Low		14.0	13.0	18.5	-	-	
Base		32	18	4	-	-	

Table 10
Sales Productivity
New Business Head
Total Primary Future Fee Business Sold in 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Executor and Personal</i>						
<i>Representative Appointments</i>						
Number of Appointments						
Mean	33	57	53	23	22	
Median	29	30	28	15	18	
High	181	150	269	115	72	
Low	2	3	1	4	3	
Base	40	46	37	13	13	
Number answering zero	4	0	0	0	1	
Value of Assets Upon Which a Fee May be Charged (\$000)						
Mean	13,934	13,717	15,212	5,033	6,068	
Median	13,356	10,050	9,113	4,000	3,000	
High	47,087	42,779	134,500	15,000	19,200	
Low	400	400	200	580	800	
Base	39	45	37	12	13	
Number answering zero	5	0	0	0	1	
Potential Annual Fees (\$000)						
Mean	332	344	384	97	95	
Median	244	225	198	40	50	
High	1,500	1,800	2,690	300	382	
Low	11	3	1	5	5	
Base	38	44	36	11	13	
Number answering zero	5	0	0	0	1	
<i>Means of One Appointment*</i>						
Assets	\$412,000	\$242,000	\$287,000	\$205,000	\$276,000	
Fees	9,800	6,200	7,400	3,400	4,300	
<i>Estimated Medians of One Appointment</i>						
Assets	\$431,000	\$335,000	\$325,000	\$267,000	\$167,000	
Fees	8,400	7,500	7,100	2,700	2,800	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 10 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Testamentary and Life</i>						
<i>Insurance Trusts</i>						
Number of Appointments						
Mean	39	33	26	23	13	
Median	32	25	21	15	12	
High	230	120	53	50	34	
Low	2	2	1	1	1	
Base	42	45	37	13	12	
Number answering zero	4	0	0	0	2	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	17,692	13,501	6,956	5,033	5,563	
Median	13,364	7,939	6,000	4,000	5,000	
High	51,579	98,000	18,460	10,000	17,951	
Low	175	300	800	1,200	150	
Base	42	45	37	12	12	
Number answering zero	4	0	0	0	2	
Potential Annual Fees (\$000)						
Mean	88	72	52	20	28	
Median	79	42	32	15	12	
High	390	480	250	50	90	
Low	1	2	2	4	1	
Base	40	45	36	11	12	
Number answering zero	4	0	0	0	2	
<i>Means of One Appointment*</i>						
Assets	\$454,000	\$409,000	\$268,000	\$202,000	\$428,000	
Fees	2,300	2,200	2,000	700	2,200	
<i>Estimated Medians of One Appointment</i>						
Assets	\$418,000	\$318,000	\$286,000	\$267,000	\$417,000	
Fees	2,500	1,700	1,500	1,000	1,000	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 11
Sales Productivity
New Business Head
Immediate Fee Business Sold in 1979

Market Value of Trust Assets in \$ Millions						
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Living Trusts</i>						
Number						
Mean	14	15	13	8	7	
Median	8	11	10	5	4	
High	98	51	81	37	32	
Low	1	1	2	1	1	
Base	36	48	42	11	12	
Number answering zero	24	0	1	2	4	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	5,117	2,640	2,225	1,678	1,628	
Median	3,019	1,865	1,585	1,000	924	
High	32,107	9,000	5,500	5,000	10,000	
Low	80	100	100	88	100	
Base	36	48	42	11	12	
Number answering zero	24	0	1	2	4	
Potential Annual Fees (\$000)						
Mean	16.0	13.2	11.6	9.1	4.7	
Median	13.0	11.0	6.2	8.0	3.6	
High	40.0	56.0	35.0	30.0	20.0	
Low	0.2	0.5	0.8	1.0	0.4	
Base	36	48	42	11	12	
Number answering zero	24	0	1	2	4	
<i>Means of One Trust*</i>						
Assets	\$366,000	\$176,000	\$171,000	\$210,000	\$233,000	
Fees	1,100	900	900	1,100	700	
<i>Estimated Medians of One Trust</i>						
Assets	\$377,000	\$170,000	\$158,000	\$200,000	\$231,000	
Fees	1,600	1,000	600	1,600	900	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 11 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Investment Management and Advisory Accounts</i>						
Number						
Mean	3	8	6	6	3	
Median	2	4	4	3	2	
High	12	75	40	15	12	
Low	1	1	1	1	1	
Base	33	32	30	9	7	
Number answering zero	16	12	11	3	7	
 Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	2,344	1,758	1,273	902	466	
Median	1,563	1,085	640	1,000	145	
High	14,000	9,986	8,200	2,000	3,000	
Low	240	50	150	50	60	
Base	25	31	30	9	8	
Number answering zero	16	14	11	3	7	
 Potential Annual Fees (\$000)						
Mean	10.1	9.7	7.8	5.3	3.3	
Median	9.0	6.0	4.0	6.0	1.0	
High	35.0	74.0	41.0	17.0	15.0	
Low	1.5	0.3	0.3	0.3	0.1	
Base	25	31	30	9	6	
Number answering zero	16	12	11	3	7	
 <i>Means of One Account*</i>						
Assets	\$592,000	\$213,000	\$212,000	\$150,000	\$178,000	
Fees	2,600	1,200	1,300	900	900	
 <i>Estimated Medians of One Account</i>						
Assets	\$782,000	\$271,000	\$160,000	\$333,000	\$72,000	
Fees	4,500	1,500	1,000	2,000	500	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Continued ...

Table 11 (Cont.)

Market Value of Trust Assets in \$ Millions						
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Your Bank
<i>Custodianship, Excluding</i>						
<i>Corporate</i>						
Number						
Mean	6	4	6	4	29	
Median	3	3	3	2	3	
High	32	12	69	12	100	
Low	1	1	1	1	1	
Base	19	26	20	7	8	
Number answering zero	23	12	18	3	5	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	1,908	1,199	812	1,731	1,564	
Median	1,332	700	740	1,000	153	
High	10,512	8,000	1,900	5,000	5,000	
Low	55	50	55	150	17	
Base	19	25	20	7	6	
Number answering zero	22	13	17	3	8	
Potential Annual Fees (\$000)						
Mean	5.7	3.9	2.9	4.1	11.9	
Median	6.0	3.1	2.5	3.5	0.6	
High	18.0	20.0	8.3	10.0	50.0	
Low	0.3	0.2	0.2	1.0	0.2	
Base	17	25	19	6	6	
Number answering zero	22	12	17	3	8	
<i>Means of One Custodianship*</i>						
Assets	\$321,000	\$300,000	\$135,000	\$433,000	\$40,000	
Fees	900	1,000	500	900	300	
<i>Estimated Medians of One</i>						
<i>Custodianship</i>						
Assets	\$444,000	\$233,000	\$247,000	\$500,000	\$51,000	
Fees	2,000	1,000	800	1,800	200	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 12
Sales Productivity
Salesperson Selling Personal Trust Only
Total Primary Future Fee Business Sold in 1979

	Market Value of Trust Assets in \$ Millions					
	500 or more N=204	100 - 499.9 N=12	25 - 99.9 N=2	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Executor and Personal</i>						
<i>Representative Appointments</i>						
Number of Appointments						
Mean	41	43	8	-	-	
Median	30	31	8	-	-	
High	180	98	13	-	-	
Low	2	2	3	-	-	
Base	161	11	2	-	-	
Number answering zero	3	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	16,428	12,567	2,489	-	-	
Median	12,639	11,476	2,489	-	-	
High	95,508	22,896	2,599	-	-	
Low	361	450	2,379	-	-	
Base	160	11	2	-	-	
Number answering zero	3	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	382.2	337.2	76.0	-	-	
Median	303.0	247.0	76.0	-	-	
High	2,200.0	705.0	81.0	-	-	
Low	11.0	7.0	71.0	-	-	
Base	159	11	2	-	-	
Number answering zero	3	0	0	-	-	
<i>Means of One Appointment*</i>						
Assets	\$401,000	\$292,000	\$311,000	-	-	
Fees	9,300	7,800	9,500	-	-	
<i>Estimated Medians of One Appointment</i>						
Assets	\$421,000	\$370,000	\$311,000	-	-	
Fees	10,100	8,000	9,500	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Continued ...

Table 12 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=204	100 - 499.9 N=12	25 - 99.9 N=2	10 - 24.9 N=0	Under 10 N=0	Your Bank
<u>Testamentary and Life</u>						
<u>Insurance Trusts</u>						
Number of Appointments						
Mean	42	40	4	-	-	
Median	30	33	4	-	-	
High	216	85	6	-	-	
Low	3	9	2	-	-	
Base	166	9	2	-	-	
Number answering zero	7	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	17,536	12,723	1,999	-	-	
Median	11,803	11,612	1,999	-	-	
High	93,697	28,904	2,051	-	-	
Low	1,000	1,626	1,947	-	-	
Base	166	9	2	-	-	
Number answering zero	7	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	94.4	78.0	10.0	-	-	
Median	71.0	52.0	10.0	-	-	
High	601.0	204.0	12.0	-	-	
Low	5.0	9.0	8.0	-	-	
Base	139	9	2	-	-	
Number answering zero	7	0	0	-	-	
<u>Means of One Appointment*</u>						
Assets	\$418,000	\$318,000	\$500,000	-	-	
Fees	2,200	2,000	2,500	-	-	
<u>Estimated Medians of One Appointment</u>						
Assets	\$393,000	\$352,000	\$500,000	-	-	
Fees	2,400	1,600	2,500	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 13
Sales Productivity
Salesperson Selling Personal Trust Only
Immediate Fee Business Sold in 1979

	Market Value of Trust Assets in \$ Millions					Your Bank
	500 or more N=204	100 - 499.9 N=12	25 - 99.9 N=2	10 - 24.9 N=0	Under 10 N=0	
<i>Living Trusts</i>						
Number						
Mean	8	7	2	-	-	
Median	6	8	2	-	-	
High	88	12	3	-	-	
Low	1	2	2	-	-	
Base	166	12	2	-	-	
Number answering zero	8	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	2,564	1,330	299	-	-	
Median	1,653	1,216	299	-	-	
High	19,235	3,435	403	-	-	
Low	25	325	195	-	-	
Base	161	10	2	-	-	
Number answering zero	8	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	12.4	7.9	2.4	-	-	
Median	10.0	8.0	2.4	-	-	
High	85.0	19.4	2.7	-	-	
Low	0.5	2.4	2.0	-	-	
Base	166	12	2	-	-	
Number answering zero	8	0	0	-	-	
<i>Means of One Trust*</i>						
Assets	\$327,000	\$199,000	\$150,000	-	-	
Fees	1,600	1,100	1,200	-	-	
<i>Estimated Medians of One Trust</i>						
Assets	\$276,000	\$152,000	\$150,000	-	-	
Fees	1,700	1,000	1,200	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Continued ...

Table 13 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=204	100 - 499.9 N=12	25 - 99.9 N=2	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Investment Management and Advisory Accounts</i>						
Number						
Mean	5	3	-	-	-	
Median	3	3	-	-	-	
High	32	4	-	-	-	
Low	1	1	-	-	-	
Base	105	4	0	-	-	
Number answering zero	38	5	2	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	1,982	1,000	-	-	-	
Median	1,130	730	-	-	-	
High	11,000	2,225	-	-	-	
Low	20	316	-	-	-	
Base	103	4	0	-	-	
Number answering zero	39	5	2	-	-	
Potential Annual Fees (\$000)						
Mean	9.5	4.4	-	-	-	
Median	6.0	4.0	-	-	-	
High	48.0	8.0	-	-	-	
Low	0.5	1.7	-	-	-	
Base	102	4	0	-	-	
Number answering zero	40	5	2	-	-	
<i>Means of One Account*</i>						
Assets	\$393,000	\$333,000	-	-	-	
Fees	1,800	1,500	-	-	-	
<i>Estimated Medians of One Account</i>						
Assets	\$377,000	\$243,000	-	-	-	
Fees	2,000	1,300	-	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 13 (Cont.)

Market Value of Trust Assets in \$ Millions					
	500 or more N=204	100 - 499.9 N=12	25 - 99.9 N=2	10 - 24.9 N=0	Under 10 N=0
					Your Bank
<i>Custodianship, Excluding Corporate</i>					
Number					
Mean	7	9	-	-	-
Median	3	5	-	-	-
High	70	22	-	-	-
Low	1	3	-	-	-
Base	123	5	0	-	-
Number answering zero	31	4	2	-	-
Value of Assets Upon Which a Fee May Be Charged (\$000)					
Mean	6,313	1,685	-	-	-
Median	1,358	1,188	-	-	-
High	66,000	4,007	-	-	-
Low	45	356	-	-	-
Base	122	4	0	-	-
Number answering zero	31	4	2	-	-
Potential Annual Fees (\$000)					
Mean	7.0	4.8	-	-	-
Median	2.9	2.6	-	-	-
High	60.0	14.8	-	-	-
Low	0.2	1.4	-	-	-
Base	118	5	0	-	-
Number answering zero	31	4	2	-	-
<i>Means of One Custodianship*</i>					
Assets	\$898,000	\$158,000	-	-	-
Fees	1,000	500	-	-	-
<i>Estimated Medians of One Custodianship</i>					
Assets	\$453,000	\$238,000	-	-	-
Fees	1,000	500	-	-	-

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 14**Sales Productivity****Salesperson Selling Personal Trust and Employee Benefit****Total Primary Future Fee Business Sold in 1979**

	Market Value of Trust Assets in \$ Millions					
	500 or more N=34	100 - 499.9 N=18	25 - 99.9 N=4	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Executor and Personal</i>						
<i>Representative Appointments</i>						
Number of Appointments						
Mean	38	28	13	-	-	
Median	31	25	12	-	-	
High	110	53	27	-	-	
Low	9	8	2	-	-	
Base	29	17	4	-	-	
Number answering zero	0	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	12,334	10,326	7,150	-	-	
Median	11,361	7,985	7,300	-	-	
High	35,707	28,446	12,000	-	-	
Low	240	1,350	2,000	-	-	
Base	29	17	4	-	-	
Number answering zero	0	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	340.8	267.0	204.8	-	-	
Median	247.0	175.0	102.0	-	-	
High	1,175.0	853.0	600.0	-	-	
Low	5.0	25.0	15.0	-	-	
Base	29	17	4	-	-	
Number answering zero	0	0	0	-	-	
<i>Means of One Appointment*</i>						
Assets	\$325,000	\$369,000	\$550,000	-	-	
Fees	9,000	9,500	15,800	-	-	
<i>Estimated Medians of One Appointment</i>						
Assets	\$366,000	\$319,000	\$608,000	-	-	
Fees	8,000	7,000	8,500	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 14 (Cont.)

	Market Value of Trust Assets in \$ Millions					Your Bank
	500 or more N=34	100 - 499.9 N=18	25 - 99.9 N=4	10 - 24.9 N=0	Under 10 N=0	
<i>Testamentary and Life</i>						
<i>Insurance Trusts</i>						
Number of Appointments						
Mean	39	27	6	-	-	
Median	32	20	8	-	-	
High	146	90	10	-	-	
Low	5	1	1	-	-	
Base	30	16	4	-	-	
Number answering zero	0	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	14,983	12,038	3,257	-	-	
Median	10,612	8,419	2,014	-	-	
High	58,935	52,000	8,000	-	-	
Low	2,000	850	1,000	-	-	
Base	30	16	4	-	-	
Number answering zero	0	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	138	137	24	-	-	
Median	67	39	10	-	-	
High	851	742	65	-	-	
Low	20	3	9	-	-	
Base	28	16	4	-	-	
Number answering zero	0	0	0	-	-	
<i>Means of One Appointment*</i>						
Assets	\$384,000	\$446,000	\$543,000	-	-	
Fees	3,400	5,100	4,000	-	-	
<i>Estimated Medians of One Appointment</i>						
Assets	\$332,000	\$421,000	\$252,000	-	-	
Fees	2,100	2,000	1,200	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 15**Sales Productivity****Salesperson Selling Personal Trust and Employee Benefit****Immediate Fee Business Sold in 1979**

	Market Value of Trust Assets in \$ Millions					
	500 or more N=34	100 - 499.9 N=18	25 - 99.9 N=4	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Living Trusts</i>						
Number						
Mean	6	7	5	-	-	
Median	5	4	5	-	-	
High	19	19	6	-	-	
Low	1	1	4	-	-	
Base	28	14	4	-	-	
Number answering zero	1	0	0	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	1,620	1,431	1,153	-	-	
Median	826	910	1,000	-	-	
High	7,829	4,911	2,100	-	-	
Low	101	117	512	-	-	
Base	28	14	4	-	-	
Number answering zero	1	0	0	-	-	
Potential Annual Fees (\$000)						
Mean	9.8	8.3	7.9	-	-	
Median	5.0	5.3	9.0	-	-	
High	47.6	31.3	10.5	-	-	
Low	1.0	1.0	3.2	-	-	
Base	28	14	4	-	-	
Number answering zero	1	0	0	-	-	
<i>Means of One Trust*</i>						
Assets	\$270,000	\$204,000	\$231,000	-	-	
Fees	1,600	1,200	1,600	-	-	
<i>Estimated Medians of One Trust</i>						
Assets	\$165,000	\$228,000	\$200,000	-	-	
Fees	1,000	1,300	1,800	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 15 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=34	100 - 499.9 N=18	25 - 99.9 N=4	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Investment Management and</i> <i>Advisory Accounts</i>						
Number						
Mean	3	3	3	-	-	
Median	2	2	3	-	-	
High	7	11	4	-	-	
Low	1	1	1	-	-	
Base	11	10	4	-	-	
Number answering zero	14	5	0	-	-	
 Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	1,132	597	530	-	-	
Median	602	250	335	-	-	
High	4,304	2,207	1,200	-	-	
Low	61	91	250	-	-	
Base	11	11	4	-	-	
Number answering zero	14	4	0	-	-	
 Potential Annual Fees (\$000)						
Mean	6.2	4.0	2.7	-	-	
Median	3.0	2.0	2.2	-	-	
High	18.2	16.1	4.8	-	-	
Low	1.0	0.4	1.8	-	-	
Base	11	10	4	-	-	
Number answering zero	14	5	0	-	-	
 <i>Means of One Account*</i>						
Assets	\$377,000	\$219,000	\$177,000	-	-	
Fees	2,100	1,300	900	-	-	
 <i>Estimated Medians of One</i> <i>Account</i>						
Assets	\$301,000	\$125,000	\$112,000	-	-	
Fees	1,500	1,000	700	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Continued ...

Table 15 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=34	100 - 499.9 N=18	25 - 99.9 N=4	10 - 24.9 N=0	Under 10 N=0	Your Bank
<i>Custodianship, Excluding</i> <i>Corporate</i>						
Number						
Mean	5	2	2	-	-	
Median	3	2	2	-	-	
High	31	8	3	-	-	
Low	1	1	1	-	-	
Base	14	10	3	-	-	
Number answering zero	10	4	1	-	-	
Value of Assets Upon Which a Fee May Be Charged (\$000)						
Mean	1,896	573	107	-	-	
Median	722	343	100	-	-	
High	11,033	3,116	121	-	-	
Low	40	32	100	-	-	
Base	14	10	3	-	-	
Number answering zero	10	4	1	-	-	
Potential Annual Fees (\$000)						
Mean	4.5	1.2	0.7	-	-	
Median	2.0	0.4	0.9	-	-	
High	27.0	5.0	0.9	-	-	
Low	0.2	0.1	0.4	-	-	
Base	14	8	3	-	-	
Number answering zero	10	4	1	-	-	
<i>Means of One Custodianship*</i>						
Assets	\$379,000	\$286,000	\$54,000	-	-	
Fees	900	500	400	-	-	
<i>Estimated Medians of</i>						
<i>One Custodianship</i>						
Assets	\$241,000	\$172,000	\$50,000	-	-	
Fees	700	200	400	-	-	

*Based on questionnaires reporting both number and value; therefore, the result reported here may differ from the result of dividing the mean of "aggregate value" by the mean of "number".

Table 16
Distribution of Survey
Respondents by State

	Market Value of Trust Assets in \$ Millions					Total
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	
<i>New England</i>						
Connecticut	3	6	3	-	-	12
Maine	-	2	1	-	-	3
Massachusetts	1	1	2	3	1	8
New Hampshire	-	-	-	-	-	0
Rhode Island	-	2	-	-	-	2
Vermont	-	1	2	1	-	4
Sub-total	4	12	8	4	1	29
<i>Mid-Atlantic</i>						
New Jersey	1	3	3	-	-	7
New York	6	-	3	1	-	10
Pennsylvania	5	7	7	3	1	23
Sub-total	12	10	13	4	1	40
<i>South-Atlantic</i>						
Delaware	-	-	-	-	-	0
Florida	1	2	3	2	1	9
Georgia	3	1	1	2	-	7
Maryland	1	1	-	1	-	3
North Carolina	1	1	3	-	-	5
South Carolina	2	1	1	-	1	5
Virginia	3	1	4	-	1	9
Washington, D.C.	-	-	-	-	-	0
West Virginia	-	3	-	-	1	4
Sub-total	11	10	12	5	4	42
<i>East—North Central</i>						
Illinois	2	3	2	1	4	12
Indiana	1	2	2	1	2	8
Michigan	3	2	-	-	-	5
Ohio	8	2	2	-	2	14
Wisconsin	1	1	2	1	-	5
Sub-total	15	10	8	3	8	44
<i>East—South Central</i>						
Alabama	3	2	-	1	-	6
Kentucky	1	-	2	-	2	5
Mississippi	-	2	-	1	-	3
Tennessee	4	1	-	-	2	7
Sub-total	8	5	2	2	4	21

Continued ...

Table 16 (Cont.)

	Market Value of Trust Assets in \$ Millions					
	500 or more N=69	100 - 499.9 N=63	25 - 99.9 N=55	10 - 24.9 N=25	Under 10 N=33	Total
<i>West—North Central</i>						
Iowa	-	-	2	1	4	7
Kansas	-	1	-	1	4	6
Minnesota	1	-	2	-	-	3
Missouri	2	2	1	-	1	6
Nebraska	1	1	-	1	1	4
North Dakota	-	1	1	-	-	2
South Dakota	-	-	-	-	-	0
Sub-total	4	5	6	3	10	28
<i>West — South Centra!</i>						
Arkansas	-	1	-	1	-	2
Louisiana	-	-	-	1	-	1
Oklahoma	-	2	-	1	2	5
Texas	3	1	-	-	2	6
Sub-total	3	4	-	3	4	14
<i>Mountain</i>						
Arizona	2	1	-	-	-	3
Colorado	-	1	1	1	-	3
Idaho	-	1	-	-	-	1
Montana	-	-	1	-	-	1
New Mexico	-	-	1	-	-	1
Nevada	-	-	-	-	-	0
Utah	1	1	-	-	-	2
Wyoming	-	-	-	-	-	0
Sub-total	3	4	3	1	-	11
<i>Pacific</i>						
Alaska	-	-	-	-	-	0
California	4	1	2	-	-	7
Hawaii	1	-	-	-	-	1
Oregon	2	-	-	-	1	3
Washington	2	1	1	-	-	4
Sub-total	9	2	3	-	1	15
No response		1				1
TOTAL	69	63	55	25	33	245